

The International Business Breakfast Forum

“Leveraging China: A Southern Strategy for American Business”

China's Pearl River Delta Region

Featuring:

Dr. Glenn Shive and Dr. Saimond Ip

The Hong Kong - South China business connection pioneered China's economic reforms. With China in the WTO, this new “workshop for the world”, with Hong Kong as its hub, is driving growth in foreign investment, exports to the global economy, and production for the



expanding domestic markets of China. This region continues to thrive and has benefited from wide scale infrastructure development. Excluding Hong Kong (the delta's most powerful city), the Pearl River Delta draws one quarter of China's foreign direct investment and generates one third of China's exported products.

“Leveraging China: A Southern Strategy for American Business” will focus on the highly regional nature of the Chinese economy, and the regional options for various American businesses with particular emphasis on **business opportunities** in the Hong Kong / Pearl River Delta Region.

The breakfast is \$15 for International Business Council, District Export Council, and Wang Center Advisory Council Members and \$18 for non-members.

Parking is included.

Please reserve your seat

by faxing the enclosed registration form to

(901) 678-5704 or 3678

calling (901) 678-2038,

or email jmorris2@memphis.edu

no later than Wednesday, November 12th.

The International Breakfast Forum is presented by the Fogelman College of Business and Economics'

Wang Center for International Business
with sponsorship support from:



**Monday,
November 17th**

7:30-10:00 a.m.

**Fogelman Executive
Center, Room 305**

Just the Facts!

— Pearl River Delta —



➤ Situated just north of Hong Kong in mainland China

➤ Fastest growing region of China

- One of the largest manufacturing basins in the world
- Population of 46 Million
- Home to some of the wealthiest consumers on Chinese mainland

Wang Center for International Business
220 Fogelman Executive Center
Memphis, TN 38152

The International Business Breakfast Forum

Practical Strategies for Negotiating Cross-Culturally

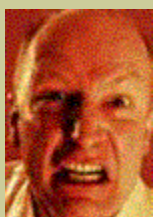
Featuring:
Dr. Debra Shapiro

—Plan to Attend—
**Friday,
November 21st**

7:30-9:00 a.m.

**Fogelman Executive
Center, Room 305**
(Corner of Central & Deloach)

*Do your
cross-cultural
negotiations
end in this?*



Or this?

*But you
would rather
have them
end like this:*



*Then join us for breakfast
and learn strategies to
ensure successful cross-
cultural negotiations.*

Conflict management and negotiating literature often recommends communicating directly with the opposing side. This is often not advisable when dealing with non-Western cultures and can serve to escalate the conflict. Practical Strategies for Negotiating Cross-Culturally will present new methods to make you more successful in your cross-cultural negotiations with a focus on conflict resolution with Asian and Non-Western cultures.



Dr. Debra Shapiro is an expert in the field of cross-cultural negotiation. She has published over 60 journal articles and book chapters on the topics of managing conflict, negotiations, and cross-cultural challenges associated with conflict management. She has used this expertise in her consulting for a variety of businesses including: IBM, Sara Lee, and Allstate. She holds a Ph.D. in Organizational Behavior from the J.L. Kellogg Graduate School of Management at Northwestern University and is a faculty member of the University of Maryland Robert H. Smith School of Business.

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Wang Center for International Business
Fogelman College of Business
The University of Memphis
Memphis, TN 38152



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is presented by the
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In Celebration of International Education Week

TWO

International Business Breakfast Forums:

**“Leveraging China: A Southern Strategy for American Business”
Monday, November 17th**

AND

**“Practical Strategies for Negotiating Cross-Culturally”
Friday, November 21st**

Fogelman Executive Center, Room 305
330 Deloach Street, Memphis, TN
(901) 678-2038 phone (901) 678-5704 fax
jmorris2@memphis.edu

Register by fax, phone, or Email.

Registration deadline: Wednesday, November 12th

Register for Both Events and Receive a Discount!!

Name (s) _____

Company _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

☐ **BOTH EVENTS FOR \$30**

Only: Leveraging China featuring Drs. Shive and IP

☐ Int'l Business Council Member, District Export Council,
Wang Center Advisory Council \$15

☐ Non-Members \$18

Only: Negotiating Cross-Culturally featuring Dr. Shapiro

☐ Int'l Business Council Member, District Export Council,
Wang Center Advisory Council \$15

☐ Non –Members \$18

☐ Check-Payable to ‘University of Memphis’

☐ VISA

☐ MasterCard

Credit Card # _____

Expiration Date _____

Name on Card _____

Amount _____